



PATENT APPLICATION

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

#91B  
7/14/28/03  
**RECEIVED**

**OCT 24 2003**

**TC 1700**

In reply Patent Application of: Hohberger et al.

Serial No.: 10/027,968

Conf. No. 1764

Filed: October 25, 2001

For: METHOD AND APPARATUS FOR  
ASSOCIATING ON DEMAND  
CERTAIN SELECTED MEDIA AND  
VALUE-ADDING ELEMENT

Examiner: S. Purvis

Art Unit: 1734

**CERTIFICATE OF MAILING**

I hereby certify that this paper is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450, on this date.

October 14, 2003

Date

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**AMENDMENT AND REPLY PURSUANT TO 37 C.F.R. § 1.111**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**INTRODUCTION**

In reply to the Office Action mailed June 6, 2003, please amend the above-identified application as follows:

10/22/2003 JBALINAN 00000084 10027968

01 FC:1201  
02 FC:1202

258.00 OP  
378.00 OP